

Justice by Design Field Guide

# User Testing New Ideas

**A very practical guide on how to recruit, schedule, and conduct early stage user testing sessions for ideas for new services**

Margaret Hagan // v2 January 2019



LEGAL  
DESIGN LAB

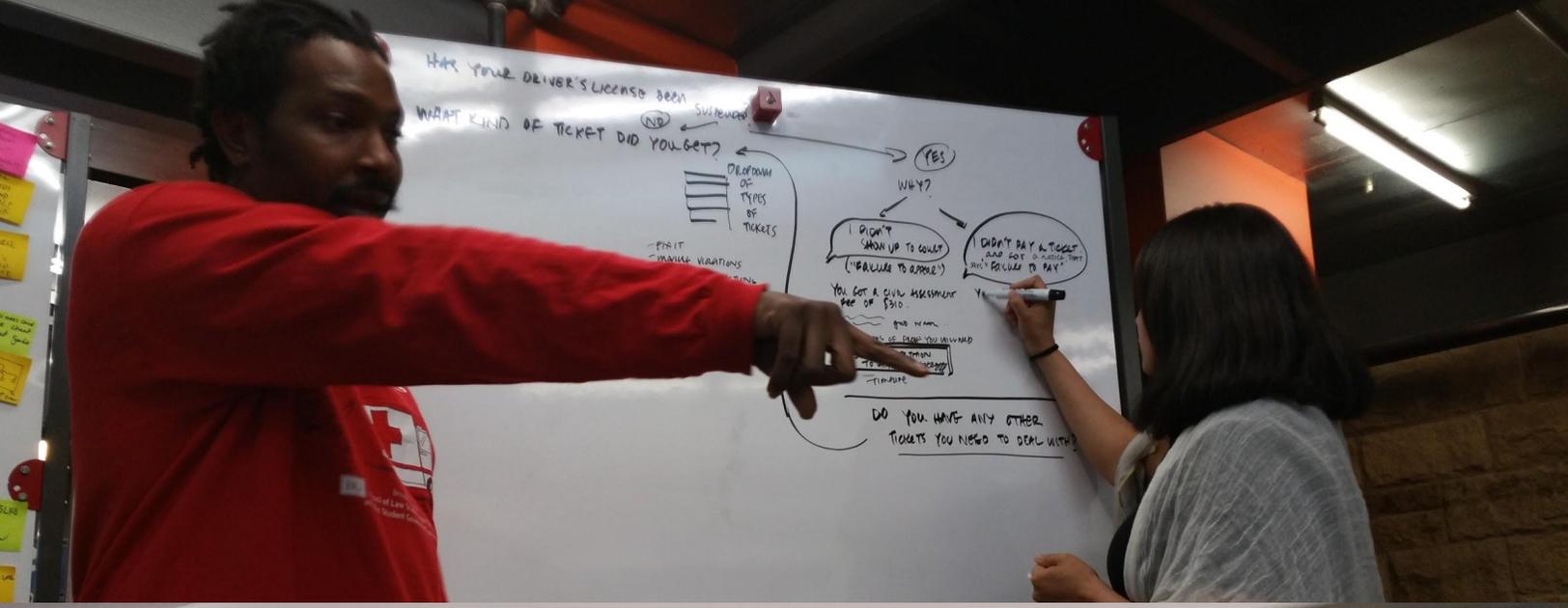
# A note about this short book

In November 2017, the Legal Design Lab team ran Design for Justice, a 3-day pop-out class at Stanford's d.school. Our aim was to design new ways to support people with traffic tickets going through court without a lawyer, to prevent financial harm and criminal penalties.

In previous versions of the class, our team and students had done user research, observing and interviewing people at traffic court, and also 'generative' design work, coming up with ideas and making rough prototypes.

Our team took these prototypes and spent the summer making them into more refined, interactive prototypes. Then, we used the November pop-out to test these ideas, to rank and improve them.

This book captures the testing protocol we developed, so that other design teams, courts, legal aid groups, and similar orgs can run user testing themselves.



# Our Testing Goals

We planned for in-person user testing of 4 early-stage prototypes over 2 days.

Our goal was to have relatively untrained students be able to conduct the tests, and gather information in a standardized, yet qualitative and human-centered way.

The feedback we gathered can help us decide which prototypes to invest further in, and what we need to change about them.

We used the following protocol – and document it in this book, for you to use.

# The Protocol we used

These are the steps we used to conduct testing of 20 users with 10-15 students administering the tests. It cost us \$160 to run the tests, plus \$800 in user compensation.

1. Getting the 4 prototypes ready for testing
2. Recruiting testers with posters
3. Recruiting testers on Craigslist
4. Screening testers on Google Forms
5. Scheduling testers for slots on Calendly
6. Training students to conduct tests
7. Getting consent and payment
8. Standardized note-gathering forms
9. Co-design pages
10. Debrief session

# 1.

## Prepping the Prototypes to Test

Before anything, you should have the materials you are going to test ready.

We tested different prototypes against each other. You could test a single idea.

We had each prototype refined to an 'interactive' stage, with real and accurate content. If it was a webpage, app, or text message prototype, users are able to click through it, so that it gave an accurate simulation of the concept.

We also developed 'scenarios' for each prototype, so we could explain to testers about who, what, and when someone would use this prototype.

# Your traffic ticket status

You have the following ticket situations in California.

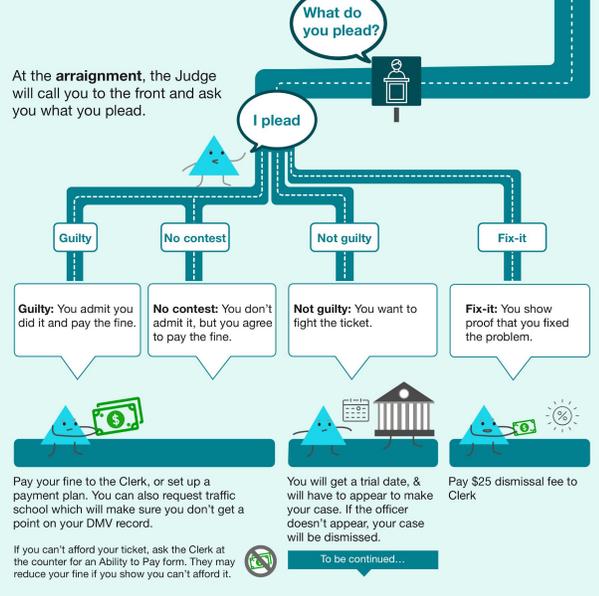
<b>RED LIGHT TICKET</b> May 17, 2016 Contra Costa County	<b>STATUS</b> At Collections Agency Current amount: \$1900; License suspended	<b>Take action</b>
<b>STOP SIGN TICKET</b> October 1, 2017 San Mateo County	<b>STATUS</b> Awaiting your plea Current amount: \$490	<b>Take action</b>
<b>SPEEDING TICKET</b> November 11, 2010 Alameda County	<b>STATUS</b> You plead No Contest You paid \$470 on 12/12/2010. Resolved	<b>Resolved</b>

This site is run by the California Judicial Council. We are a government agency. We will not save or use your data for any purpose other than running this search for you.

Prototype 1: website to look up your ticket status and take direct action (including automatic letter writer)

## What happens at traffic court

After you get a ticket, you can come to court for the **arraignment**, where you hear the charges & make your plea.



Prototype 2: visual guides documenting court process

### I request an Ability to Pay determination.



If you cannot afford to pay your ticket, you have a right to ask the clerk or Judge (Commissioner) for an **"Ability to Pay" determination**.

When you ask for this, **the court must look at your financial situation** to determine whether they should **reduce the amount you have to pay** in fines.

Prototype 3: website to see if you can get a financial hardship discount on your ticket, and apply for it

#### Traffic ticket coaching guide

Users can unsubscribe anytime by texting back STOP END or NO

If you set a keyword then users could text keyword start this flow

Keyword: ticket

Hi, we will coach you through how to respond to a traffic ticket. We are a legal aid group – we are here as a free service to help people deal with legal problems. Type STOP at anytime to stop receiving messages.

Upon Enrollment

You have 3 options: plead guilty (and pay the fine), plead no contest (and pay the fine but don't have the plea on your record), or plead innocent (and go to trial).

1 Minute After Enrollment Message

If you plead innocent, you have to enter your plea through a Letter or by showing up to Court for an 'arraignment'

2 Minute After Enrollment Message

To plead innocent, go to traffic court, as listed on your ticket. After seeing the clerk, you will go before the judge. You will tell the judge you plead "Not Guilty". Then they will schedule you for a trial within the next few months. At your trial, you can present your side of the case.

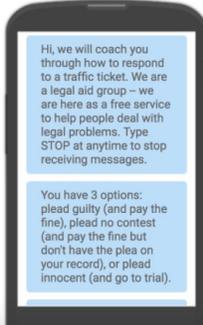
3 Minute After Enrollment Message

If you have financial hardship, you can also ask the Traffic Court Clerk to get your fine reduced by filling out an "Ability to Pay" form. Ask the clerk, and then we'll have

**Preview**

For a sample user, this is how the message flow will appear on their phone.

Sample user details: **John Doe**  
Event: Preliminary Hearing



Prototype 4: text message coach to tell you options and process to deal with ticket

## 2.

# The recruit poster

We gave a short description of what we wanted from possible recruits, including:

- The types of feedback and experiences we were looking for, so they understood the context
- The logistics of location and times
- The compensation they would get
- The public service mission that the work would be serving

In addition, we put the 'next step' of how to sign up -- most importantly, the phone they could text to get signed up and scheduled

# Want to get paid for your feedback on traffic court?



We are a team of researchers and lawyers at Stanford University who want to **make traffic court fairer and user-friendly.**

We are looking for **people with experience with traffic tickets and traffic court**, to give us feedback on new ideas to improve the system.

## When & Where?

We'd want to speak with you for about an hour on

Thurs. Nov. 9th or Fri. Nov. 10th.

It might be in person in the East Bay, or on video chat.

## How to sign up?

Text the word YES to phone number **831-709-9710**

We'll ask you a few questions and send you the logistic details.

Participants will be paid with **\$40 gift cards** for their participation.

## Our Recruit Poster

<https://goo.gl/m4eef7>

# 3.

## Craigslist Ad

In addition to the poster, we created Craigslist ads under Jobs > Etc. boards, to recruit other possible testers.

We included similar information to the poster, along with a link to our Google Form screening page.

Posting an ad in the Bay Area cost \$75. We posted one in Berkeley for our testing there, and one in the Peninsula for our testing in Stanford.

The Craigslist ads resulted in many more sign-ups than the poster did, though there was high attrition rates for people showing up.

reply

prohibited

Posted 24 days ago

[print](#)

### ★ User Testers needed for ideas to improve Traffic Court (berkeley)

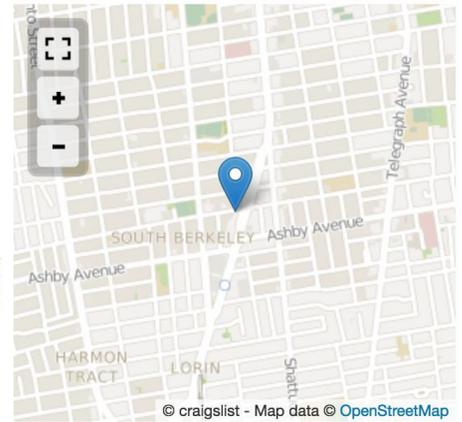
Want to get paid for your feedback on traffic court? We are a team of researchers and lawyers at Stanford University who want to make traffic court in Alameda County fairer and more user-friendly.

We are looking for people with experience with traffic tickets and traffic court, to give us feedback on new ideas to improve the system.

We'd want to speak with you for about an hour on Fri. Nov. 10th, in Berkeley, for a slot between 9:30am and 12pm. Participants will be paid with \$40 gift cards for their participation.

If you are interested, please fill out this sign-up form, and we will be in touch: [https://docs.google.com/forms/d/e/1FAIpQLSel1jQuRXTyQMPAwLJD5IHKRJW-xWuOJ86FQXUOAwb2JewG9Q/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSel1jQuRXTyQMPAwLJD5IHKRJW-xWuOJ86FQXUOAwb2JewG9Q/viewform?usp=sf_link)

- Principals only. Recruiters, please don't contact this job poster.
- do NOT contact us with unsolicited services or offers



2921 Adeline St  
[\(google map\)](#)

compensation: **\$40 gift card**

employment type: **contract**

post id: 6375157598

posted: 24 days ago

[email to friend](#)

[best of](#)

[https://docs.google.com/forms/d/e/1FAIpQLSel1jQuRXTyQMPAwLJD5IHKRJW-xWuOJ86FQXUOAwb2JewG9Q/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSel1jQuRXTyQMPAwLJD5IHKRJW-xWuOJ86FQXUOAwb2JewG9Q/viewform?usp=sf_link)

# 4.

## Screening Sign-ups

As we got people signing up for the testing sessions, we had them answer a short form of questions, to make sure that they fit the profile of experiences that we were looking for -- and to get a better understanding of their technology usage and economic status.

We did this through a simple, free Google Form.

You can see it here:

<https://goo.gl/forms/6u6uHcDWBjyo042>

# Traffic Court improvement feedback sign-up

Want to get paid for your feedback to ideas to make traffic court more fair and user-friendly?

We are a team of researchers and lawyers at Stanford University who want to improve traffic court.

We are looking for people with experience with traffic tickets and traffic court, to give us feedback on new ideas to improve the system.

We'd want to speak with you for about an hour on the morning of Fri. Nov. 10th in Berkeley, for a slot between 9:30am and 12pm. You will be paid \$40 for your time.

\* Required

What's your first and last name? \*

Your answer

What's your email? \*

Your answer

What's your zip code? \*

Your answer

What's your mobile phone number? \*

Your answer

What is the best way to be in contact with you? \*

- Texts to your phone
- Email
- Other:

## Your background with traffic court

What is your past experience with traffic court? \*

Your answer

How many times have you had a traffic ticket? \*

Your answer

## About your use of technology

What's the device you use most often to connect to the Internet? \*

- Desktop computer
- Laptop computer
- Smart phone
- Tablet
- Don't connect to Internet
- Other:

What's the primary way you connect to the Internet? \*

- Broadband at home -- Cable, DSL, etc.
- Phone plan with data
- Public wi-fi
- Public computer center
- Other:

## Final details

Do you consider yourself low-income? \*

- Yes
- No
- Maybe
- Other:

Are you interested in being contacted by our team in the future about other user testing sessions for government, court, or legal aid technologies? \*

- Yes
- No

Anything else we should know?

Your answer

# 5.

## Scheduling Testers

Because we had many testers who wanted to participate, and we had to schedule multiple testers for a series of 1-hour slots, we didn't want to do the scheduling manually over email or text.

We used Calend.ly's premium service to set up slots on each of our testing days. We created 1 hour slots, and put a cap number of testers who could sign up for each slot -- so that we would have the right number of people for our number of students.

We sent the Calend.ly link to each tester who passed the screening, so they could choose the slot that worked best for them. If they later changed their mind or timing, they could change the slot on the link.

This cost \$8/month.



[← Event Types](#)

## Edit Group Event Type

Your event type is



Invitee language - English ▼ *Last edited November 7, 2017*

[view live page](#)



What event is this?

Traffic Court Feedback Session at Stanford



When can people book this event?

45 min, 60 rolling days

### Additional Options



Invitee Questions

Name, Email



Invitee Notifications

Email Confirmations



Add Custom Links

no active links

# Our scheduling tool

# <http://calendly.com>

# 6.

## Training Students

Our team conducted this work as a Stanford d.school pop-up class, so that students could participate, receiving training on the design process, while learning more about civic innovation.

All of the undergraduate and graduate students were unfamiliar with the traffic court system, and had limited experience in running user research. We had a 3-hour evening training before our 2 days of testing.

In the training, we introduced the students to the basics of traffic court & the insights and prototypes we had created in earlier sessions. We then trained them on our testing, by walking them through the protocol, and having them run testing sessions with each other. We used their feedback to improve our interviews and packets. We also had them read IDEO's Little Book on Design Research Ethics, and reviewed our guiding principles of Respect and Transparency.

### Our role as Testers

We will be either in pairs or solo's, depending on # of people who show up  
We will be following Testing Protocol booklet (see it now!)  
We will be filling in responses and notes into a Google form, to have a shared repository

### What you'll be using

- 1. Consent Form (<https://goo.gl/forms/0b1g8BQ07A6LD9e1>)
- 2. Testing Protocol Packet for you
- 3. User packet for them to read/write on
- 4. Note-Taking Form (<https://goo.gl/forms/C6N0qmBeUZZ2XyQg1>)

### Let's do a test run

Let's form pairs.  
Partner A will be the User-Tester.  
Partner B will be the Designer.  
Let's do a test run of the whole protocol, to see how it feels -- make sure we're comfortable -- do any edits!

### Get ready:

- 1. Consent Form (<https://goo.gl/forms/0b1g8BQ07A6LD9e1>)
- 2. Testing Protocol Packet for you
- 3. User packet for them to read/write on
- 4. Note-Taking Form (<https://goo.gl/forms/C6N0qmBeUZZ2XyQg1>)

3b.  
Design Research Ethics

# Let's do a test run

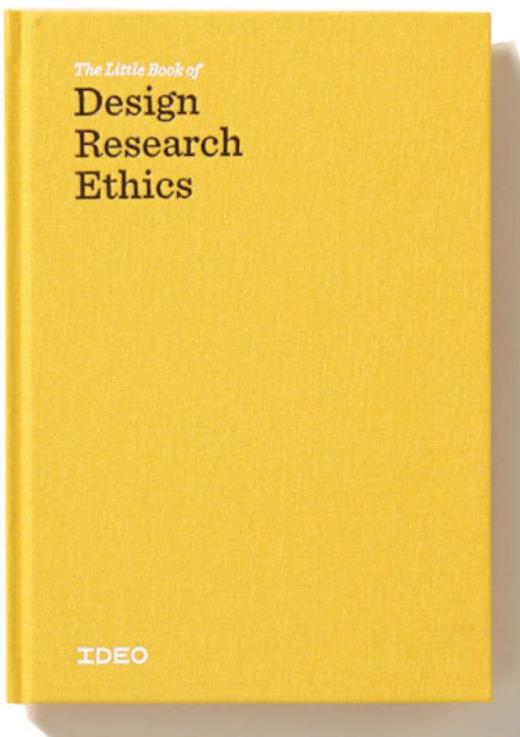
Let's form pairs.

Partner A will be the User-Tester.

Partner B will be the Designer.

Let's do a test run of the whole protocol, to see how it feels -- make sure we're comfortable -- do any edits!

**Our training slide deck**  
<https://goo.gl/MPV44E>



**Design  
Research Ethics**  
[https://  
lbodyre.ideo.com](https://lbodyre.ideo.com)

Short Book

# Ethical Design Engagement with your Community

Key mindsets, preparation, and tools to use as you work with community members to improve your legal services

December 2017 // Margaret Hagan // v.1

An illustration of two stylized human figures. The figure on the left is speaking, with a yellow speech bubble containing the text 'IS THIS STILL A GOOD TIME TO TALK?'. The figure on the right is listening, with an orange speech bubble containing the text 'HAVE YOU EVER WORKED WITH A LAWYER BEFORE? OR A DESIGNER?'.

IS THIS  
STILL A  
GOOD TIME  
TO TALK?

HAVE YOU  
EVER  
WORKED WITH  
A LAWYER  
BEFORE? OR  
A DESIGNER?

## Ethical Design Engagement with your community

<http://www.legaltechdesign.com/2018/02/short-book-ethical/>

# 7.

## Consent and Payment

We set up our testing compensation as \$40 per user, for a 45 minute - 1 hour session. We chose this amount because its rate is competitive with other testing sessions, and it allowed us to pay the tester without going through tax issues (according to Stanford policy).

Stanford d.school ordered us gift certificates for compensation. We gathered users' names and street addresses for financial records.

We created consent forms both online and in paper, to gather testers' consent to take and use quotes and photos in future publications. We aimed to be very transparent, so all testers would be clear that we may be using their image and feedback publicly.

## Photo and Quotes Sharing: your consent

We want to make sure that you understand we'll make documenting your quotes, and taking photos of you. In this form, we ask for your consent for doing this, and the ability to publish them later in various formats.

\* Required

We, the team of Stanford Legal Design Lab, ask your permission to take photographs of you and write down your quotes while you are in the feedback session. We won't use your name in connection with your photo or your quotes.

We may use these photos in our academic articles or our books, on our website documenting this research, and in conferences or other presentations about this research.

We also ask permission to write down your comments and thoughts during this session. We may quote you, but we will not use your name in connection with the quote or your image.

Do you give your consent? \*

Yes

No

What is your name? \*

Your answer

What is your street address? \*

We need this for our payment records, for the university. We won't use it in any other way.

Your answer

SUBMIT

Never submit passwords through Google Forms

## Our consent form

<https://goo.gl/forms/JHw91dN8jLb7W1T33>

# 8.

## Standardized Note-Taking

To ensure all the students administered the tests in a consistent way, and gathered information in ways that would make it easy for us to analyze it systematically, we created 2 instruments for them to use.

One, we had a packet that each user-tester would have in front of them. As the student administered the test, the tester would go through the packet page by page, to see the instructions and questions. This would make sure each test followed the same flow.

Two, we had a Google form for the student to take notes into. It also had a script they could follow, and ways to input information in standard ways. Our team then had a spreadsheet of all the responses and data-points.

How would you spend it on the different ideas?

28

How would you allocate \$100 to these 4 ideas?

Reduce your Fines form on website

Visual Guides to traffic court

Traffic Ticket Lookup

Text Message Coaching

29

What would you do to improve any of the ideas?

Go back to the illustrations of the ideas. Please draw on them, and leave notes on them, about what you would do to make them better.

30

Part 5/5

What other ideas do you have to make dealing with a traffic ticket + court better?

31

Your Idea #1

Part 4/5

You have \$100 in total to spend.  
How would you spend it on the different ideas?

**Our testing packet** <https://goo.gl/9rBPbz>

## 2. A few questions on Traffic ticket/court experience

Description (optional)

⋮

What have past experiences with traffic tickets and courts been?

Long answer text

How negative to positive, overall, have your experiences with traffic tickets/court been?

1

2

3

4

5

6

7

Extremely  
Negative

Extremely  
Positive



**Our standardized note-taking**

<https://goo.gl/forms/3rwakfE5GtCknJtj1>

## Access Tech evaluation: usability + procedural justice

Q1 I think that I would like to use this system often to help me communicate.

Q2 I thought the system was easy to use.

Q3 I think that I would need the support of a technical person to be able to use this system.

Q4 I would imagine that most people would learn to use this system very quickly.

Q5 I found the system very efficient to help me.

Q6 I felt very confident using the system.

Q7 This system helped me to get through court more efficiently.

Q8 This system gave me clear, helpful information.

---

Q9 How would you improve the system?

**Survey Questions** to evaluate ideas or prototypes we present to user testers. We adapted these from usability evaluations, civic technology testing instruments, & procedural justice surveys.

# 9.

## Co-design pages

We also included pages in the testing packet where our testers could draw and sketch their own ideas.

We wanted to have as collaborative a design session as possible, so that our testers could come up with new ideas or iterations to our ideas.

Each packet had pages for testers to sketch and annotate ideas. Our team gathered all the packets after each interview, labelled them, and scanned in all the user-testers' sketches, notes, and drawings so that we could use them in future improvements.

Reduce your Fines  
form on website

25

It didn't give me any other  
how much it will reduce is it  
better for cost?

Traffic Ticket  
Lookup

~~50~~ 50

Make clear that  
you still need to  
pay

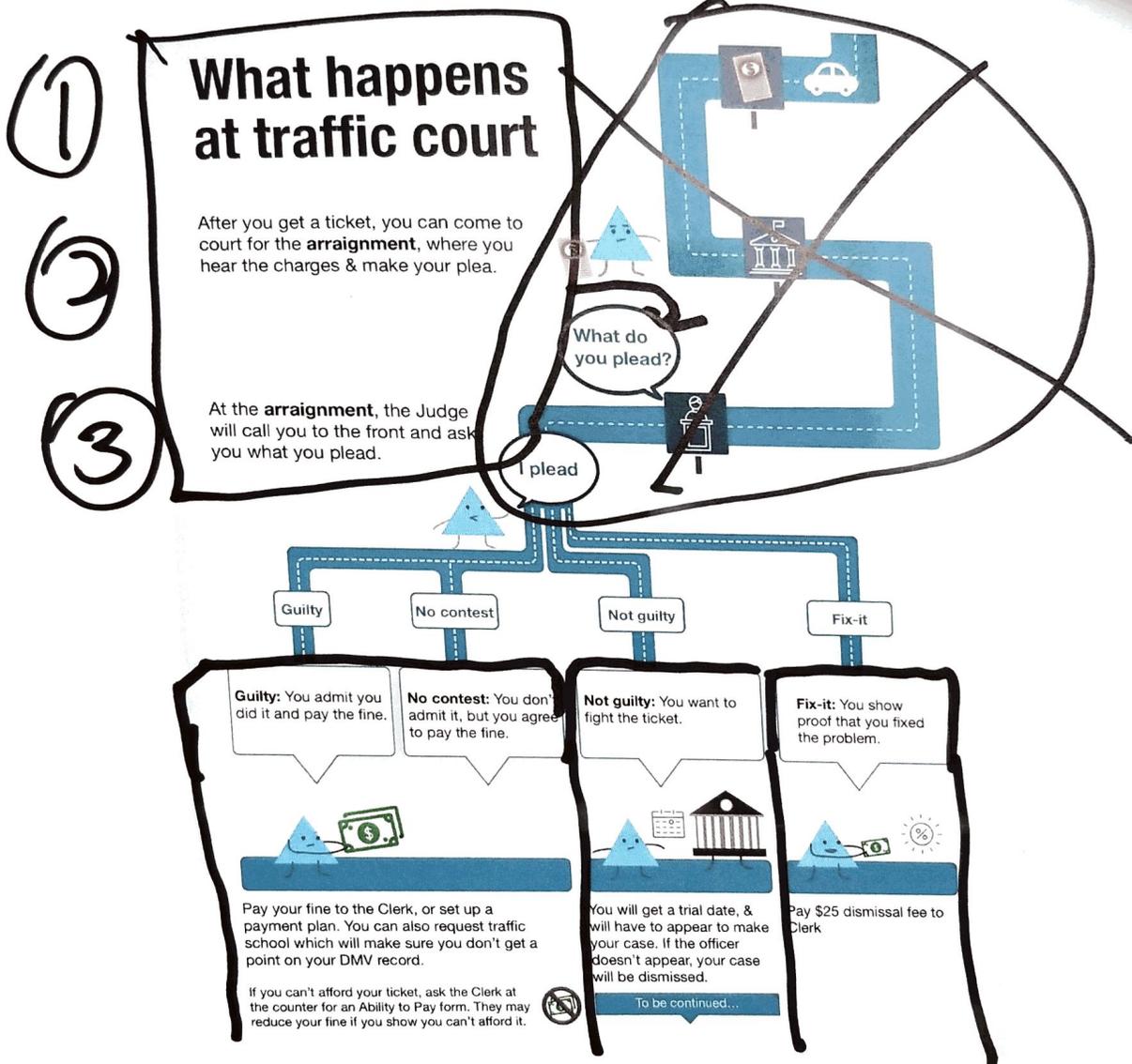
Visual Guides to  
traffic court

25

→ Guilty, No contest  
what's difference not dollars

Text Message  
Coaching

○



# 10.

## Debrief

At points during the testing days, and at the end, we gathered all the students around whiteboards to debrief about what they were learning and thinking.

We had a board for each prototype -- where we put specific feedback and recommendations for each.

We also had a user persona and typology board, where students could help define the key archetypes of the people they were speaking with, and what requirements and values each had.

In addition, we had a Big Ideas board, for future designs or new concepts that emerged -- where testers' or students' proposals for new prototypes went.

This helped our core team get big headlines and takeaways for our future work in refining the prototypes, and creating an agenda for change.

# VISUAL GUIDES -

- SHOW ME SOME EXAMPLE WINS FOR ABILITY TO PAY....

Let me compare myself to example others, so I know if it's worth my time

- Give me more precise details about \$, eligibility

- Show more pathways
  - Community Service
  - Traffic School
  - Negotiation

- I want to use this guide at website
  - ↳ Vertical design

- Explain "TR-016"

... the liabilities - ie. insurance

Quality of life  
 10 weeks per person

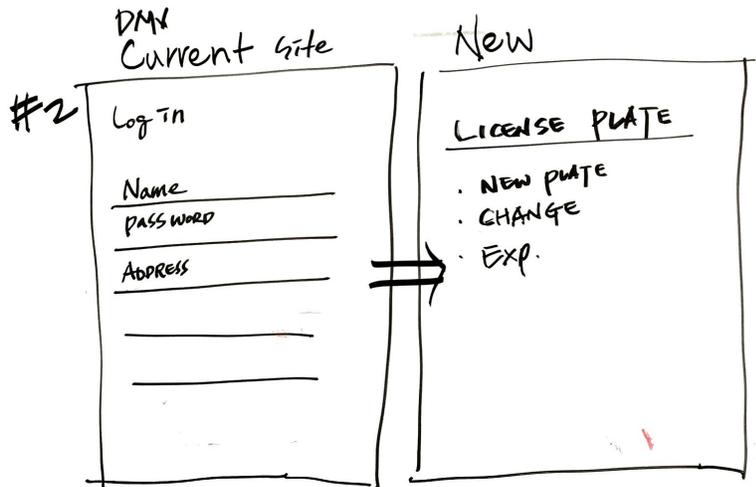
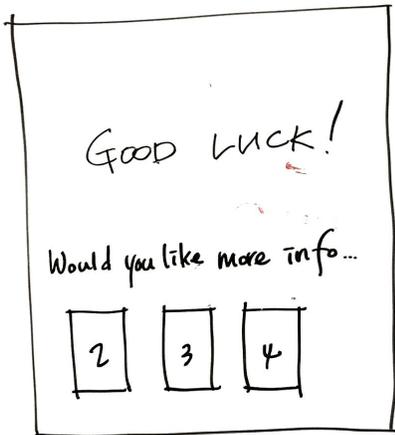
ABLES)  
 I DON'T KNOW  
 IS DISQUALIFIED?  
 PERCENTAGES BTW  
 reduce \$  
 is strategy?  
 to

graphics are too childish

Simplify the text

# New Ideas

timacy  
 "enough"



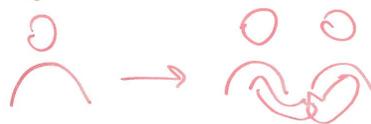
Video to explain how the form work (different languages)

## VIRTUAL JUDGE



resolve my issues from home

MORE CARING JUDGES -







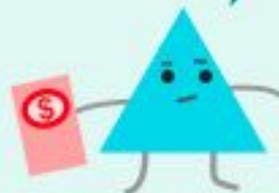
## Habilidad de pago en la corte de tránsito de San Francisco

Si no puede pagar su multa, tiene el derecho de pedirle al actuario o al juez que considere su situación económica..

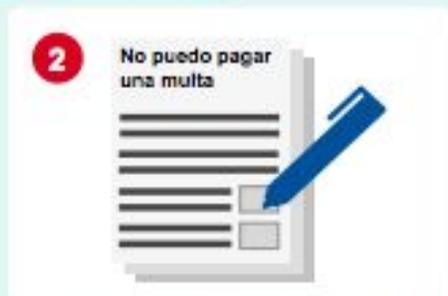
La corte revisará su situación económica y luego decidirá si:

1. **reducirá** la multa o
2. le ofrecerá **servicio comunitario** o
3. le ofrecerá un **plan de pago** razonable

No puedo pagar la multa de tránsito.



En cualquier momento después de que se le haya declarado culpable de una multa, puede solicitar a la corte una reducción de su multa porque no puede pagarla.



La corte le dará un formulario llamado **No puedo pagar una multa (TR320/CR-320)** para que pueda explicar sus motivos.



Proporcione todos los detalles posibles en el formulario sobre sus ingresos, gastos, los motivos por los que no puede pagar y qué medida le gustaría que tome la corte.



Adjunte documentos que muestren sus ingresos y gastos o explique en el formulario por qué estos documentos no están disponibles. Presente o envíe su formulario al tribunal.



La corte lo leerá y le informará la decisión por correo. Consulte al tribunal si no ha recibido una respuesta después de 30 días.



Puede presentar otra solicitud si ha cambiado de circunstancias o necesita proporcionar más información sobre su situación.

### Información de contacto para la Corte de Tránsito de San Francisco

**Hall of Justice, Traffic Division**  
850 Bryant Street  
Para infracciones con multa: Rm 101  
Para infracciones con multa adicionales: Rm 145

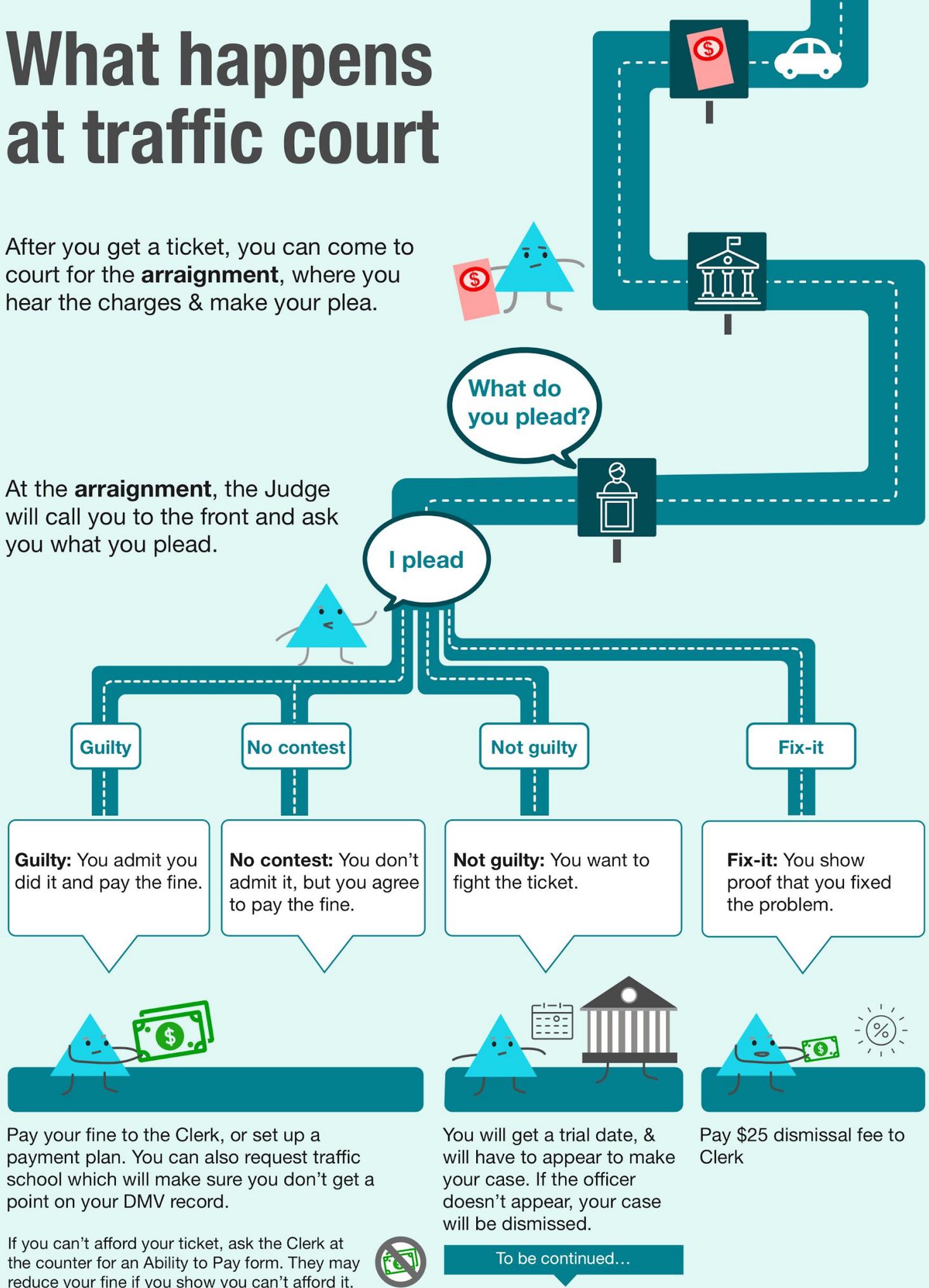
**Horas de atención de la corte:**  
Lunes a viernes A. M. (consulte el sitio web para obtener más información)  
**Teléfono:** (415) 551-8550  
**Sitio web:** [www.sfsuperiorcourt.org/divisions/traffic](http://www.sfsuperiorcourt.org/divisions/traffic)

Si recibe beneficios públicos o tiene ingresos inferiores al 250 % del nivel federal de pobreza, puede reducir sus multas y tarifas en un 80 % o más. Puede pagar el resto con un plan de pago o mediante servicio comunitario. Si no cuenta con un hogar o desea recibir ayuda de grupos comunitarios para el envío de su solicitud, visite el sitio web de la corte para obtener ayuda.

# What happens at traffic court

After you get a ticket, you can come to court for the **arraignment**, where you hear the charges & make your plea.

At the **arraignment**, the Judge will call you to the front and ask you what you plead.



# Good luck in your testing!

## Tell us what you think

[mdhagan@stanford.edu](mailto:mdhagan@stanford.edu)

<http://legaltechdesign.com>



LEGAL  
DESIGN LAB

